CONSUMER RESPONSE UPDATE

February 2003: Issue N°12

Ontario
Ontario Tourism Marketing Partnership Corporation
Partenariat ontarien de marketing touristique

HIGHLIGHTS

- User sessions at OTMPC's web sites continue to grow! In February, user sessions at the B2C and B2B sites increased 47% and 21%, respectively, over February 2002.
- As usage of the web sites has increased, volume at the Call Centre has decreased. Call volume in February dropped to a level 21% lower than in February 2002.
- Consumer response to OTMPC's 2003 Winter Campaign has been positive! Over twice as many calls as last year were generated in response to Winter TV and over 1,200 Winter Getaway Guides – and 1,200 more in Kits - were ordered by consumers in January and February 2003.

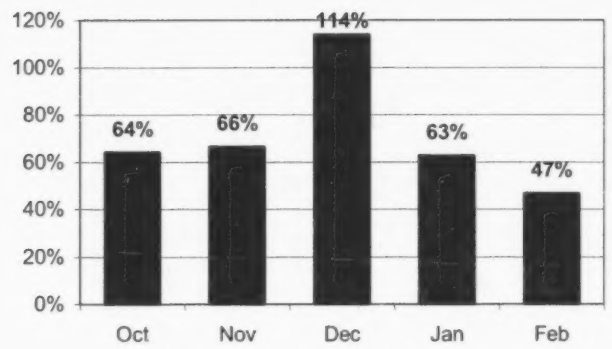
WEB SITES

OTMPC has four web sites – an information portal for consumers (B2C site) in English and in French and a portal to communicate with the tourism industry and partners (B2B site) in English and in French.

B2C Site – www.OntarioTravel.net

- In February, user sessions at OntarioTravel.net grew 47% over February 2002 to total nearly 114,000. User sessions averaged nearly 4,100 per day.
- Since the official launch of OntarioTravel.net in October 2002, user sessions have increased year-over-year as follows:

User Sessions Grow at OntarioTravel.net: Oct 2002 - Feb 2003 vs. Previous Year



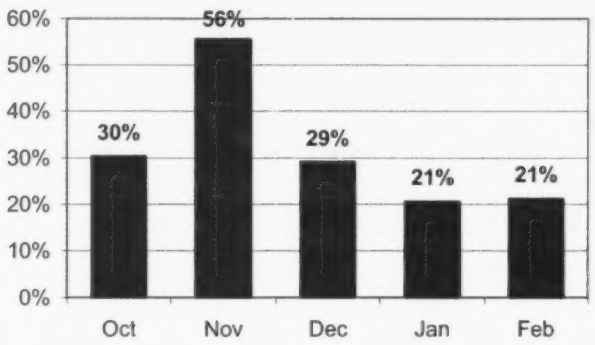
Registered Consumers

- From the TCIS launch in October 2002 to March 18, 2003, 21,820 consumers registered with OntarioTravel.net!
- Of consumers who registered, 97% were English and 3% French.
- Just over half (56%) of registrations were made by men.
- Most (60%) registrations were made by Canadians. Americans and overseas residents made 35% and 5% of registrations, respectively.

B2B Site – www.TourismPartners.com

- In February, user sessions at TourismPartners.com grew 21% over February 2002 to total almost 3,600. User sessions averaged nearly 130 per day.
- Since the official launch of TourismPartners.com in October 2002, user sessions have increased as follows:

User Sessions Grow at TourismPartners.com: Oct 2002 - Feb 2003 vs. Previous Year



Registered Partners

- From the TCIS launch in October 2002 to March 17, 2003, approximately 2,500 partners registered with the B2B site.

ONTARIO

900 Bay St. 10th Floor Hearst Block Toronto Ontario M7A-2E1

Brooke Bateman, 416-314-7551 *Source: EDS, TraveLinx, FCB*

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FULFILLMENT CENTRE

The Call Centre and B2C site take requests for literature and fulfillment kits and report the distribution to OTMPC.

- In February, 18,500 fulfillment pieces were ordered by consumers – 64% by Canadians, 29% by Americans, and 7% by overseas residents. 28% of fulfillment pieces distributed were ordered online at OntarioTravel.net.

- With two less Kits available in January and February 2003 as in January and February 2002, Kit distribution to date dropped 21% over the same period in 2002.

- The drop in Kit distribution over last year is a likely result of the current online availability of publications at OntarioTravel.net. Publications weren't available online in January and February 2002.

- In February 2003, with 20 available for download, publications were viewed online over 8,600 times by consumers at OntarioTravel.net. Publications downloaded via OntarioTravel.net are extra to those ordered through the Fulfillment Centre.

- As indicated in the table below, it appears that consumers are already planning for Spring and Summer travel in Ontario. Spring and Summer fulfillment represented 19% of requests in January and February 2003.

Fulfillment Centre Requests: Year-to-Date 2003

	Fulfillment Piece / Kit	Quantity Distributed
1	2002 Ontario Reference Guide	6,085
2	Ontario Road Map	5,851
3	2002 Summer Experience Guide	2,918
4	2003 Ontario Adventure Guide	2,644
5	2002 Ontario Parks Guide	2,314
6	Summer Getaway Kit	1,526
7	2002/03 Snow Country Guide	1,214
8	2003 Winter Getaway Guide	1,210
9	Winter Getaway Kit	1,197
10	2002 Spring Experience Guide	993

- As well, consumers appear to be planning online for Spring and Summer travel. OTMPC's 2002 Summer and Spring Experience Guides were downloaded 642 and 505 times, respectively, in February, placing them among the top five downloaded publications for the month.

CALL CENTRE

Call Centre data reports activity on the 1-800-ONTARIO and 1-888 lines. This activity covers all calls that enter the Interactive Voice Response (IVR) system, whether they are handled by an automated response or directed to an agent.

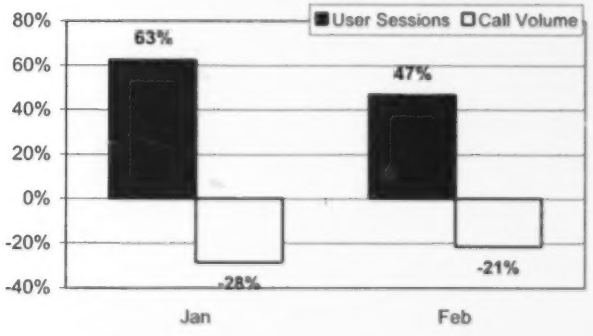
- Calls to the Call Centre in February totalled nearly 16,900 – a decrease of 21% over February 2002.

- While the drop is not unique to OTMPC (a similar trend is being observed across North America as consumers shift their usage of the phone to the web) it seems also to result from the presence of OTMPC's Spring Campaign in February 2002.

- The February 2002 Spring Postcard boosted calls for the month by nearly 3,000, and the lack of similar activity in the same markets in February 2003 left call volumes in those markets 75% lower, on average, than in February 2002.

- As shown in the following chart, call volume to date is 25% lower than in the same months in 2002, while user sessions at OntarioTravel.net are 55% higher than in 2002.

User Sessions Grow, Calls Decline Year-to-Date: 2003 over 2002



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- Of calls in February 2003, 80% originated in Canada, the majority (81%) of which came from Ontario. 20% of calls were from the US, most of which (60%) originated in Ontario's 7 US Border States.

2003 WINTER CAMPAIGN

- A 30-second Winter television ad promoting OTMPC's 2003 Winter Getaway Guide through OntarioTravel.net and 1-800-ONTARIO ran in Ontario throughout January 2003.

- The Winter Getaway Guide, available for download on OntarioTravel.net, individually, or as part of the Winter Getaway Kit, was also distributed as an insert in 21 different Ontario newspapers in early January 2003.

- In January and February 2003, the online Winter Getaway Guide was the most downloaded file from OntarioTravel.net. During the months, the Guide was downloaded over 8,500 times.

- At the Fulfillment Centre, nearly 1,200 Winter Getaway Kits were requested by Canadians (89%), Americans (10%), and overseas (1%) residents in January and February 2003. Winter Getaway Kits were available in January and February 2002 but not distributed - likely because last year's Winter Campaign promoted the Winter Events Kit instead.

- In addition to the Guides included in the Winter Getaway Kit, over 1,200 Winter Getaway Guides were ordered in January and February 2003.

TCIS SERVICE LEVELS

As per OTMPC's contract with EDS, OTMPC requires TCIS service levels to be at, or exceed, predetermined levels.

Call Abandonment

Service Level Criteria: Average monthly abandonment rate of less than 5%.

- In February, abandoned calls averaged 3%.

Average Speed to Answer

Service Level Criteria: Of the calls answered by EDS, at least 80% are to be answered within 30 seconds.

- On average in February, calls were answered in 11 seconds.

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